

<i>SERFF Tracking Number:</i>	<i>MUTM-127109318</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Mutual of Omaha Insurance Company</i>	<i>State Tracking Number:</i>	<i>48396</i>
<i>Company Tracking Number:</i>	<i>KELLY KRUMWIED</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - MC34019_0311</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising /MC34019_0311</i>		

## Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127109318 State: Arkansas  
MC34019\_0311

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed-Closed State Tr Num: 48396

Sub-TOI: LTC03I.001 Qualified Co Tr Num: KELLY KRUMWIED State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Harris Shearer, Stephanie Fowler

Author: Kelly Krumwied Disposition Date: 04/11/2011

Date Submitted: 04/04/2011 Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Long Term Care Advertising

Project Number: MC34019\_0311

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 04/11/2011

State Status Changed: 04/11/2011

Created By: Kelly Krumwied

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Kelly Krumwied

Filing Description:

NAIC# 261-71412

FEIN# 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

MC34019\_0311

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not

SERFF Tracking Number: MUTM-127109318 State: Arkansas  
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48396  
Company Tracking Number: KELLY KRUMWIED  
TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified  
Product Name: Long Term Care Advertising - MC34019\_0311  
Project Name/Number: Long Term Care Advertising /MC34019\_0311

intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This advertisement can be used in a variety of formats including, but not limited to a flyer, poster, table top ad, mailer, postcard, newspaper, brochure or electronic. It may be printed in color or black and white and the size may vary based on its use. Any change in size will not affect the content of this advertisement or conformity with applicable regulatory requirements.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Corporate Compliance and Ethics Division  
For Questions, please contact Carly Cole  
Phone: 402-351-2476; Fax: 402-351-5298  
E-mail: advfilings@mutualofomaha.com

kk

## Company and Contact

### Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com  
Consultant

Mutual of Omaha 402-351-2476 [Phone]  
Mutual of Omaha Plaza 402-351-5298 [FAX]  
Omaha, NE 68175

### Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

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## Filing Fees

<i>SERFF Tracking Number:</i>	<i>MUTM-127109318</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Company Tracking Number:</i>	<i>KELLY KRUMWIED</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - MC34019_0311</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising /MC34019_0311</i>		

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	04/04/2011	46211037

SERFF Tracking Number:	MUTM-127109318	State:	Arkansas
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Company Tracking Number:	KELLY KRUMWIED		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	Long Term Care Advertising - MC34019_0311		
Project Name/Number:	Long Term Care Advertising /MC34019_0311		

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/11/2011	04/11/2011

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<i>Company Tracking Number:</i>	<i>KELLY KRUMWIED</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - MC34019_0311</i>		
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## Disposition

Disposition Date: 04/11/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Print Advertisement	Filed	Yes

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Project Name/Number: Long Term Care Advertising /MC34019\_0311

## Form Schedule

**Lead Form Number: MC34019\_0311**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/11/2011	MC34019_0311	Advertising	Print Advertisement	Initial		0.000	MC34019_0311.pdf





## Mutual Care<sup>®</sup> at Work

Long-Term Care Insurance from Mutual of Omaha Insurance Company



# It's your life. Live it your way!

Learn how long-term care insurance can help you protect the plans you've made. Attend a special sales presentation to get all the details about this new addition to your employee benefits program.

**Date:**

**Time:**

**Location:**

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Policy forms LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-5ML-ID, LTC09M-10ML-ID. In NC: LTC09M-5ML-NC, LTC09M-10ML-NC. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA. In WA: LTC09M-5ML-WA, LTC09M-10ML-WA. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. This is a solicitation of insurance. You may be contacted by telephone by an insurance agent (in WA: producer).